AMENDMENTS

In the Claims:

This listing of claim replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A <u>computer-implemented</u> sales activity management system comprising:

a database <u>implemented by a computer</u> that stores activity management information concerning activity content of each salesperson and sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of<u>, wherein a sales negotiation item is</u> <u>an item identifying a sales negotiation which a salesperson conducts with a customer, and the sales</u> <u>negotiation item information includes at least a customer identifier for identifying the customer and</u> <u>information of sales negotiation progress level indicating progress of the sales negotiation</u>;

an activity content evaluation unit <u>implemented by a computer</u> that evaluates the activity content of each salesperson based on at least one of the activity management information and the sales negotiation item information, registered in said database;

an evaluation report document <u>information</u> creating unit <u>implemented by a computer</u> that generates<u>, for each salesperson,</u> an evaluation report document <u>information</u> including evaluation report information concerning the activity content of <u>a</u> ~~each~~ salesperson, based on the evaluation results by said activity content evaluation unit;

a customer database <u>implemented by a computer</u> that stores customer information concerning customers;

a customer targeting unit <u>implemented by a computer</u> that extracts sales negotiation item information wherein a sales negotiation progress level of the sales negotiation item is equal to or greater than a predetermined level among a plurality of sales negotiation items that are in progress by a salesperson <u>from the database</u>, targets the customer ~~of sales negotiation indicated by~~ <u>identified</u> <u>by a customer identifier included in</u> the extracted sales negotiation item information, extracts the

customer information of the targeted customer from the customer database, and adds the extracted customer information as priority customer information for the salesperson to said evaluation report information in the evaluation report document information of the salesperson; and

an evaluation report document information sending unit implemented by a computer that sends, for each salesperson, the generated evaluation report document information of the salesperson including the customer information added by the customer targeting unit and the evaluation report information, to a terminal device of the salesperson connected to the sales activity management system through a communication network.

2. (Original) The sales activity management system according to claim 1, wherein the activity management information includes one of, or a plurality of data of, number of registered sales negotiations, number of customer calls made, hours of activity, number of agreements reached in sales negotiations, rate of agreements reached in sales negotiations, sales proceeds, and estimate proceeds.

3. (Canceled).

4. (Currently Amended) The sales activity management system according to claim 1, further comprising an activity pattern analyzing unit that extracts sales management information that has a number or rate equal to or greater than a predetermined number of registered sales negotiations or a predetermined rate of registered sales negotiations from said database, and analyzes the activity pattern of the salesperson, using the extracted sales management information, wherein:

said evaluation report document information creating unit generates advice information towards the activity content of each salesperson based on the analysis by said activity pattern analyzing unit, and adds the generated advice information to the evaluation report information in the evaluation report document information.

5. (Previously Presented) The sales activity management system according to claim 4, wherein said advice information includes activity instruction information towards each salesperson.

6. (Previously Presented) The sales activity management system according to claim 4, wherein said activity pattern analyzing unit extracts sales management information wherein a sales proceed or an estimate proceed is greater than a predetermined amount, from said database, and analyzes the activity pattern of the salesperson using the extracted sales management information.

7. (Currently Amended) The sales activity management system according to claim 1, wherein the evaluation report document <u>information</u> creating unit ranks the activity content of each salesperson, based on the evaluation results by the activity content evaluation unit.

8. (Canceled).

9. (Currently Amended) The sales activity management system according to claim 1, further comprising a knowledge database that stores knowledge information concerning know-how and knowledge in sales activity, correlating it with customer information registered in the customer database, wherein

said customer targeting unit extracts knowledge information relating to the targeted customer from the knowledge database and sends the information to said terminal device, when sending the evaluation report document <u>information</u> to said terminal device.

10. (Currently Amended) The sales activity management system according to claim 1, further comprising a knowledge database that stores sales support information including at least one data of various promotional material, sales activity record, and delivery achievement concerning apparatuses, for using in sales activity, correlating it with customer information registered in the customer database, wherein

said customer targeting unit extracts sales support information relating to the targeted customer from the knowledge database and sends the information to said terminal device, when sending the evaluation report document <u>information</u> to said terminal device.

11. (Currently Amended) The sales activity management system according to claim 1, which receives information concerning results of sales activity carried out based on said evaluation

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report document <u>information,</u> from said terminal device, and registers at least one of the activity

management information and the sales negotiation item information, which are based on the

received information, to said activity management information database.

12. (Currently Amended) The sales activity management system according to claim 1,

wherein said evaluation report document <u>information</u> further includes data of comments input by a

manager of said each salesperson.

13. (Currently Amended) A <u>computer-implemented</u> server device comprising:

an activity content evaluation unit <u>implemented by a computer</u> that evaluates activity content

of each salesperson based on at least one of activity management information and sales negotiation

item information, registered in a database that stores the activity management information

concerning the activity content of each salesperson and the sales negotiation item information

concerning each sales negotiation item that each salesperson is in charge of<u>, wherein a sales</u>

<u>negotiation item is an item identifying a sales negotiation which a salesperson conducts with a</u>

<u>customer, and the sales negotiation item information includes at least a customer identifier for</u>

<u>identifying the customer and information of sales negotiation progress level indicating progress of</u>

<u>the sales negotiation</u>;

an evaluation report document <u>information</u> creating unit <u>implemented by a computer</u> that

generates<u>, for each salesperson,</u> an evaluation report document <u>information</u> including evaluation

report information concerning the activity content of <u>a</u> ~~each~~ salesperson, based on the evaluation

results by said activity content evaluation unit;

a customer targeting unit <u>implemented by a computer</u> that extracts sales negotiation item

information wherein a sales negotiation progress level <u>in</u>of the sales negotiation item is equal to or

greater than a predetermined level among a plurality of sales negotiation items that are in progress

by a salesperson <u>from the database</u>, targets the customer ~~of sales negotiation indicated by~~ <u>identified</u>

<u>by a customer identifier included in</u> the extracted sales negotiation item information, extracts

customer information of the targeted customer from a customer database that stores customer information concerning customers, and adds the extracted customer information as priority customer information for the salesperson to said evaluation report information in the evaluation report document information of the salesperson; and

an evaluation report document information sending unit implemented by a computer that sends, for each salesperson, the generated evaluation report document information of the salesperson including the customer information added by the customer targeting unit and the evaluation report information, to a terminal device of the salesperson connected to the server device through a communication network.

14. (Currently Amended) A computer readable recording medium which stores a program for controlling a computer to function as execute:

an activity content evaluation unit that evaluates a step of evaluating activity content of each salesperson based on at least one of activity management information and sales negotiation item information, registered in a database that stores the activity management information concerning the activity content of each salesperson and the sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of, wherein a sales negotiation item is an item identifying a sales negotiation which a salesperson conducts with a customer, and the sales negotiation item information includes at least a customer identifier for identifying the customer and information of sales negotiation progress level indicating progress of the sales negotiation;

an evaluation report document information creating unit that generates, for each salesperson, a step of generating an evaluation report document information including evaluation report information concerning the activity content of a each salesperson, based on the evaluation results by said activity content evaluation unit;

a customer targeting unit that extracts a step of extracting sales negotiation item information wherein a sales negotiation progress level of the sales negotiation item is equal to or greater than a

predetermined level among a plurality of sales negotiation items that are in progress by a salesperson from the database, targets ~~targeting~~ the customer ~~of sales negotiation indicated by~~ identified by a customer identifier included in the extracted sales negotiation item information, extracts ~~extracting~~ customer information of the targeted customer from a customer database that stores customer information concerning customers, and adds ~~adding~~ the extracted customer information of the targeted customer as priority customer information for the salesperson to said evaluation report information in the evaluation report document information of the salesperson; and

an evaluation report document information sending unit that sends, for each salesperson, ~~a~~ ~~step of sending~~ the generated evaluation report document information of the salesperson including the ~~added~~ customer information added by the customer targeting unit and the evaluation report information, to a terminal device of a salesperson connected to the computer through a communication network.

15. (Canceled).